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Melrose BID Thoughts and Concerns

8 messages

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Thu, May 31, 2018 at 9:35 PM

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May 31, 2018

Fellow Melrose property owners,

My name is Richard Jebejian and my family owns property from 7401 to 7409 Melrose on the North West corner of Martel & Melrose. Over 30 years ago Chris Mara and I founded the business and property owners, Merchants on Melrose (MOM) association. We were very successful in helping Melrose grow to the prominence it once had.

When the Melrose BID first started I along with many of you joined the BID. I thought that much like MOM once did this BID would advocate for the MOM community and for the betterment of Melrose. To date I cannot fully express how disappointed I am with how the BID executive board has handled our money. When Chris and I organized MOM we raised over \$45,000. We accomplished 90% of what our current BID has done by working with our councilmember and putting this relatively small amount of money to work. I had a great relationship with former councilmember and supervisor, Zev Yaroslavsky, and through this relationship we advocated successfully on the behalf of all MOM members.

With our current BID representation I cannot understand where all of our hard earned money is going. Yes, some of our money is being used to improve Melrose, but when it comes to the most important item, getting Melrose zoned for buildings up to 3 stories, the BID has failed miserably. Many years ago, when the Hollywood Plan was put together Melrose, from Highland to Fairfax, was downzoned because the Hollywood representatives thought our property was becoming too desirable. Because of this, the value of our property has been severely downgraded because of the 2 story zoning restrictions. This zoning law on Melrose is causing you to lose property value everyday. The president of our BID told me, "To look at the areas of Los Angeles that are coming back". What he failed to say was that the areas in LA that were once vital parts of LA are coming back because the property owners either lowered their rents or were allowed to develop their properties to their fullest potential. I hope that I will be afforded the same opportunity with my property as well. I do not want to have to lower my rents to attract new tenants.

I ask you to look around Melrose. Ask yourself, why should I have to lose money on my property, so that other property owners North & South of me can reap the benefits of unrestricted zoning laws?

I have tried for 5 years to get your e-mail addresses from our BID president and from Donald Duckworth. They have told me repeatedly that I could not have them. Why not? I am a member of the BID, and I care about our merchants. I

have asked them over and over what our status is with regards to the zoning change on Melrose. Have they filled out the necessary paperwork with the city? They are totally evasive when they are asked hard questions.

I would like to ask our City Councilman to stop our BID and to put a hold all of the money the BID has been collecting. I would like to ask him to do this until a new board can be elected that has the time to evaluate the efficacy of the BID, how they are spending our money, and what our the current annual dues should be.

We as property owners on Melrose need to replace the entire board and executive members of our BID. We need to find new board members that represent our interests and our needs.

Next week I have a meeting with Councilmember Koretz, but before that meeting I would like to hear from as many of you as possible.

I truly hope that everyone of you read Anats e-mail on May 11, 2018, if not please read it, and if you have please read it one more time very carefully. All of her questions about the BID board and executive members are the same questions I have been asking for years. All they do is dodge my questions. We are all paying a great deal of money to the BID. Yes, we are all interested in safety, clean streets, parking, and more, but the reason I joined the BID was to get our zoning laws changed. The BID board and executive committee has failed us for 5 years. I hope you see all of the problems that both Anat and myself have seen for the past 5 years.

We bought our property as an investment for our families and for our communities. We did not buy it to stroke the egos of BID representatives that supposedly represent our interests. I want to see my Melrose property prosper now and in future, and I hope that you do too!

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Thu, May 31, 2018 at 11:03 PM

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I am with Richard on this points,

Anat Escher